

ABSTRACT OF THE DISCLOSURE

A container for the convenient transport and storage of fishing lures, particularly spinner baits, is disclosed. The container includes channels running parallel to one another, a slightly raised portion for supporting the neck of a lure, and a vertically extending retaining piece. The retaining piece has at least one notch near its top for holding the compressed wire portion of a lure. Properly positioned within the container, a lure requires relatively little space and is secured to prevent tangling with other baits.